



**Indiana Office of Tourism Development  
Ball State University  
2011 Video Project**

**Background**

In 2010, the Indiana Office of Tourism Development (IOTD) partnered with Ball State University's Building Better Communities to implement an immersive learning pilot project with the Department of Telecommunications. Carefully-recruited students created a series of eight high-definition videos highlighting Indiana destinations tied to a specific Trip Idea. Filming occurred in the following destinations/attractions:

- Indiana Dunes area (Porter County and LaPorte County);
- Fair Oaks Farms;
- Mass Ave (Indianapolis);
- White River State Park (Indianapolis);
- Richmond area;
- Bloomington area;
- French Lick Springs Resort; and
- Holiday World & Splashin' Safari.

The videos will be placed on the Trip Ideas section of VisitIndiana.com starting in May to showcase product in a new, engaging format. IOTD is investing significant online, social media and public relations resources to drive traffic to the Trip Ideas and videos. To view a highlight reel of the 2010 videos, click [here](#).

**2011 Participation Opportunity**

The pilot project was a success and IOTD is pleased to announce an opportunity for tourism partners to participate in the 2011 video project. CVBs, attractions, communities and other tourism partners can apply to be featured in one of six new videos produced this fall and launched in 2012. Benefits to participating include:

- Dynamic, online exposure for your destination/attraction. The videos will be integrated into the Trip Ideas section of VisitIndiana.com, the most visited section of the website. IOTD will invest significant online, social media and public relations resources to drive traffic to the Trip Ideas section and to the videos. Traffic to VisitIndiana.com totaled more than 636,000 hits in 2010, an 8 percent increase over 2009. The videos are a key part of the strategy to generate more visits and increase engagement.
- Participation in the 2012 summer promotion. IOTD launches a summer promotion each year during Visit Indiana Week. The destinations/attractions featured in the videos will be incorporated into the 2012 summer promotion, generating meaningful awareness from a social media and public relations campaign.
- Access to footage. Once IOTD launches the videos in spring 2012, partners featured in the videos will have access to the footage for use on their own websites. If suitable B-roll exists, it will also be made available for media purposes.

**Video Information**

The videos are designed to provide engaging content that conveys the overall theme of a particular Trip Idea by highlighting specific destinations and experiences such as independent restaurants, iconic events and must-see attractions. Trip Idea themes include: Family Fun, Outdoor Recreation & Sports, Girlfriend Getaways, Rural Destinations, Arts & Culture, Romantic Retreats, and Casinos & Entertainment.

A Trip Idea cannot be featured in its entirety. Instead, a single attraction or a limited number of multiple attractions must be identified. No more than five attractions can be featured and they must be within 15 miles of each other (i.e. Oliver Winery, Butler Winery, Farm Bloomington and Grant Street Inn in the Bloomington area). The videos will be

between 90 seconds and 2 minutes 30 seconds long. Final shots used in the edited videos are at the discretion of IOTD and BSU. The quality of raw footage and length of the video may impact the editing process.

### **How to Participate**

Partners interested in applying can choose to focus on a destination/attraction or multiple destinations/attractions currently found on an existing Trip Idea (click [here](#)) or incorporated into a newly created Trip Idea (based on established [criteria](#)). IOTD is not charging partners for this opportunity, but the following requirements must be met:

- Identify destination(s) on an existing Trip Idea or create a new Trip Idea (note: if highlighting multiple destinations they cannot total more than five and they must be within 15 miles of each other)
- Provide a point person to serve as a liaison with IOTD and BSU
- Provide a local contact to host a scout crew sometime between June 1 and July 23 (specific dates TBD)
- Provide a local contact to host a film crew for up to two weekend days sometime between Sept. 3 and Oct. 9 (specific dates TBD)
- Provide up to two hotel rooms for up to two nights between June 1 and July 23 for the scout crew (specific dates TBD)
- Provide up to five hotel rooms for up to two weekend nights between Sept. 3 and Oct. 9 for the film crew (specific dates TBD)
- Provide access to all locations including admission if charged
- Provide discounts related to locations featured in the Trip Idea video for use in the 2012 Visit Indiana Week/Summer of Savings promotion

**To be considered, click [here](#) and complete an application by noon on Thursday, April 21.** Selected destinations will be notified by May 1. IOTD will choose up to six applications. Consideration will be given to type of trip idea, geography, product diversity and partner capacity to fulfill requirements. The required details will not be finalized until after the six destinations/attractions are identified and notified.

Questions can be directed to Brian Blackford at [bblackford@visitindiana.com](mailto:bblackford@visitindiana.com) or 317.232.8881

### **Frequently Asked Questions**

- Do I have to be a CVB to apply? No. Any entity working to promote travel product and quality-of-life initiatives can apply.
- If my attraction/destination was featured in 2010 can I apply again? Yes, but you must focus on a different Trip Idea and Trip Idea theme. It is also preferred that mostly new sites are identified.
- Where do I find the application? On IOTD's industry site: [Tourism.IN.gov](http://Tourism.IN.gov).
- When is the application due? Prior to noon on April 21.
- When will I be notified if I'm selected? By May 1.
- Where can I find the current Trip Ideas? VisitIndiana.com, Trip Ideas
- If I want to create a new Trip Idea, can I? Yes, if you follow the criteria outlined [here](#).
- Can the entire Trip Idea be featured in a video? No. Up to five attractions within 15 miles can be featured.
- If I'm selected and the students are in my area, can I pay to have them film additional footage? The students undertake a very aggressive filming schedule and will not be able to film additional footage. Their scope is limited to the IOTD project.
- How long are the videos? They vary and are typically between 90 seconds and 2 minutes 30 seconds long.
- Who decides what footage is in the final version? Ball State will edit the videos based on the quality of raw footage. IOTD will provide direction and give final approval.
- When will the videos launch? Spring 2012.
- Can I have access to the videos to use for my promotional purposes? Once the videos are launched on VisitIndiana.com, partners will be able to use videos and B-roll.